

## **Visitor Alliance of Cayucos (VAC)** (Cayucos Local Fund Advisory Board)

### **Minutes**

April 7, 2014 – Cayucos Visitor's Center

#### **Board Members Present:**

Steve Hennigh, Good Clean Fun  
Mike Hargett, Pier View Suites  
Carol Kramer, Sea Shanty (Co-Chair)  
Cindy Walton, Cayucos Vacation Rentals

#### **Others Present:**

Ashlee Akers, Verdin Marketing  
Megan Conduct, Verdin Marketing  
Stacie Jacob, Visit SLO County  
Stuart Selkirk, Cayucos Cellars  
Richard Shannon, On the Beach B&B

**Absent:** Toni LeGras, Beachside Rentals (Co-Chair) (excused) and Jay Patel, Cayucos Beach Inn (excused)

**CBID:** Cheryl Cuming (CAO), Laila Kollmann, & Shirley Lyon

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1. **Call to Order:** By Co-Chair Carol Kramer at 5:35 p.m.

2. **Public Comment:**

- a. Steve was approached by Todd Newman of SLO Brew, who would like to do a music festival on June 21<sup>st</sup> (Todd was approached by Curtis Black). This is not in the shoulder season, but they are moving forward with it anyway. If any board members have any input, contact Todd.
- b. There were 5,097 paid attendees at the 2014 Sea Glass Festival, with the profit being approximately \$22,000. A full report will be given at the May meeting.

3. **Presentation**

- a. Stacie Jacob, Visit San Luis Obispo County
  - i. Countywide Tourism Marketing District: Stacie shared a presentation and distributed information regarding the creation of a Tourism Marketing District in SLO County. A graph was displayed over a 10-year period based on the collection of TOT within different counties and SLO was mid-level with Monterey being the highest collector. VSLOCO has the smallest operating budget compared to the surrounding counties. A proposed increase in TOT of 1% would result in an increased budget and would make the creation of a County TMD possible. The 5-year plan goals include to increase demand and to increase awareness of SLO County. Objectives include expand the VSLOCO brand, manage the VSLOCO brand platform, and to create industry resources (research, education, communication, etc...). The budget allocation was included with 33% going towards advertising and 15% towards digital marketing. Implementation of the additional 1% would begin in either December of 2014 or January 2015. A marketing committee and advisory council would be formed to ensure that objectives are met. 51% of revenue-generating lodging partners must agree to the increase. A copy of the TMD Strategic Marketing plan can be found at [http://www.visitsanluisobispocounty.com/upload/files/VisitSLOC\\_MarketingPlan\\_01\\_14\\_smlO.pdf](http://www.visitsanluisobispocounty.com/upload/files/VisitSLOC_MarketingPlan_01_14_smlO.pdf).
  - ii. Sunset Savor Adventure Tour: There is an opportunity to do two abalone farm tours in 2014; one on Thursday and another on Friday. Each tour accommodates 40 people and tickets are \$85. Each tour would require a sponsorship of \$3,000.

4. **Consent Items:**

- a. **Approval of Minutes 3/3/14 Meeting:** Steve Hennigh made a motion to accept the Minutes of the March 3, 2014 Meeting with no additions or corrections. Mike Hargett seconded the motion; motion carried unanimously.

**5. CBID Update/Programs Funded through Local Boards:**

- a. March Local Fund Update: Facebook “likes” are at 28,270 with a weekly reach to 36,400. There were 137 visits to the Cayucos destination page in March. Cheryl reported that attendance at Hearst Castle has increased by 57,000 over the prior year.
- b. Coastal Discovery and Stewardship Recap: This was the first month-long promotion for Stewardship Travel. 14 lodging properties participated in packages. The TOT report will be available in May.
- c. Family-Friendly Stewardship: A list of family-friendly stewardship activities was included in the Board packet and Cheryl encouraged distributing these to guests.
- d. The next CBID Board Meeting is Wednesday, April 30<sup>th</sup> at 12:00 p.m. at the Apple Farm.

**6. Financials:** Total contribution from July through February was 13.04% with a net income of \$61,270.87 and a carryover of \$188,194.70. Mike noted that there may be an increase adjustment in revenue on the budget.

**7. Committee Reports:**

- a. Marketing/Events: Steve briefly met with Verdin regarding the logo. Steve mentioned that the committee is in need of other members.
  - i. Verdin Update: Verdin presented their revised logos based on the input provided by the board at the March meeting with color options. It was decided that the pier in the logo be redesigned back to its original look (without the A-style pilings) and the blue-based logo was preferred over the brown-based logo. Steve will take a revised version to the board members for approval. A draft marketing plan will be available at the May meeting.
- b. Beautification/Outreach: No Report at this time.
- c. STP Liaison: No Report at this time.
- d. Chamber Liaison: No Report at this time, although the Chamber will be requesting funds for the Visitors Center at the May meeting.
- e. Pier Project: There was a town meeting with the Advisory Council. Over \$500,000 was raised through funding efforts and the County is moving forward. The hope is to begin work in June with completion in late November. The amount of work will depend on how much money is spent and that figure has not been determined yet.

**8. Action/Discussion Items:**

- a. Discussion and Vote for Approval – Sunset Savor Abalone Farm Tour: Discussion included the possibility of having the tour-goers meet at the Visitors Center with the VAC providing cookies, wine, & goodie bags. Mike Hargett made a motion to approve \$6,000 for the 2-day abalone farm tour with the inclusion of a reception at the Visitors Center; Cindy Walton seconded the motion. Motion carried unanimously.
- b. Discussion and Vote for Approval – US Airways Feature: Discussion included concern regarding the content as in the past, the point person’s opinion was not considered by the US Airways contributor. The content is not due until July 2<sup>nd</sup>, as it is for the September issue, but the number of pages needs to be confirmed at this meeting. Each page is \$3,700. Steve Hennigh made a motion to approve 2 pages at \$3,700 per page for a total of \$7,400. Mike Hargett seconded the motion. Discussion: it was requested that the pages be facing one another. Verdin believes this would be a great complement to their overall marketing plan and that it would be beneficial. Cheryl suggested that a portion of the funds in the marketing budget be set aside for future Co-Op opportunities. Motion carried with Cindy Walton opposed.
- c. Discussion and Vote for Approval – Vacant Board Seat Application, Richard Shannon: Cindy Walton made a motion to accept the Board Seat Application for Richard Shannon; Steve Hennigh seconded the motion. Motion carried unanimously.
- d. Discussion and Vote for Approval – Volleyball Nets: Due to time constraints, this item will be moved to the May Agenda.
- e. Discussion and Vote for Approval – Stewardship Traveler Tote Bags: The committee was not able to meet to discuss this; will be moved to the May Agenda.

**9. Future Agenda Items/New Business:**

- a. 2014 Sea Glass Festival Recap
- b. Discussion and Vote for Approval – Stewardship Traveler Tote Bags
- c. Discussion and Vote for Approval – Funding for Cayucos Visitor’s Center
- d. Review of Absences/Attendance totals

**10. Closing Comments:** Steve will not be in attendance of the May meeting, but he will wrap up the logo before then. Someone will need to contact Jay regarding his number of absences as well his role as a marketing committee member. Cheryl will also not be in attendance of the May meeting.

**a.** CAO Evaluation: Melissa and the Board members present completed the CAO evaluation provided to the board.

**11. Next regular Visitor Alliance of Cayucos Meeting:**

Date: Monday, May 5, 2014

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

**12. Adjournment:** Meeting adjourned at 7:36 p.m.